S8690-1-U

WISCONSIN ECONOMIC PROFILE

RANKINGS

26th in total area	56,154 sq. mi.
11th in inland water surface	1,727 sq. mi.
17th in total population (1989)	4,867,000
17th in gross state product (1986)	$76,922,000,000
13th in mfg. employment (1987)	512,700
18th in personal income (1989)	$82,999,000,000
13th in mfg. capital expenditures (1987)	$2,023,400,000
13th in value added by mfg. (1987)	$31,428,200,000
12th in value of mfg. shipments (1987)	$69,437,000,000
9th in agricultural receipts (1986)	$4,926,412,000
22nd in travel receipts (1987)	$4,385,600,000

POPULATION

1970 population	4,417,933	**Percent of U.S.**	2.15
1980 population	4,705,767	**Percent of U.S.**	2.07
1989 population	4,867,000	**Percent of U.S.**	1.96
1970-80 percent change	6.5%		
1980-89 percent change	3.4%		
Net migration 1970-80	+10,000	**1980-87**	-119,590
1980 Density	83.8 per sq. mi.	**U.S. avg.**	64.0
1986 Density	86.7 per sq. mi.	**U.S. avg.**	70.1

Age Composition by Sex

	1980		1990	
Ages	**Males**	**Females**	**Males**	**Females**
0-19	791,324	759,279	713,931	683,883
20-44	850,171	851,858	974,990	966,403
45-64	430,270	458,668	431,204	448,659
65 +	233,662	330,535	263,460	394,291
Total	2,305,427	2,400,340	2,383,585	2,493,236

Population of 20 Major Places

	Jan. 1, 1989	Percent Change 1980-89		Jan. 1, 1989	Percent Change 1980-89
Milwaukee	600,324	-5.6	**Janesville**	52,826	3.4
Madison	180,636	5.9	**La Crosse**	50,105	3.6
Green Bay	96,412	9.7	**Wauwatosa**	49,987	-2.6
Racine	81,588	-4.8	**Sheboygan**	48,484	0.8
Kenosha	77,752	0.1	**Fond du Lac**	37,493	4.6
Appleton	65,318	10.7	**Beloit**	35,097	-0.3
West Allis	63,884	-0.2	**Brookfield**	34,782	2.2
Waukesha	54,764	8.7	**Wausau**	34,242	5.6
Oshkosh	53,534	7.6	**Greenfield**	32,727	4.4
Eau Claire	53,417	7.2	**Manitowoc**	32,702	0.5

Source: Wisconsin Dept. of Administration, Demographic Services, Official Population Estimates for 1989.

Foresty

Area in forest: 14,759,400 acres
Percent of land area: 42%

Major Species	1980 Growing Stock*	1980 Sawlogs**	1983 Timber Removals*
Pine	1,865,164	5,732,764	39,021
Other softwoods	1,773,144	4,196,082	20,367
Oak	2,677,216	8,604,011	49,392
Maple	1,493,302	3,377,801	21,064
Aspen	2,635,273	4,040,695	96,116
Other hardwoods	5,064,086	9,084,060	58,998

* in 1,000 cubic feet ** in 1,000 board feet

Mining

1982

Industry	Value of Shipments (millions)	Percent of U.S.	Number of Employees
Crushed & broken limestone	$48.2	2.7	600
Crushed & broken stone, nec.	$15.7	3.6	100
Construction sand & gravel	$30.3	2.0	600
Industrial sand	$10.5	3.1	200

Mining source: U.S. Dept. of Commerce, Bureau of the Census, 1982 Census of Mining.

Forestry sources: U.S. Forest Service, 1980 Timber Drain Survey, and Wisconsin Dept. of Natural Resources, 1983 Wisconsin Forest Statistics.

INFRASTRUCTURE

Education

Graduation rate (1989) 84.9%
U.S. avg. 71.1%
ACT college entrance scores (1989) 20.1
U.S. avg. 18.6
Median years of schooling for adults (1980) 12.5
U.S. avg. 12.5

Comprehensive Test of Basic Skills, 1988

Subject*	Grade 4	8	11
Math	65	77	74
Reading	70	69	61
Language	65	68	66

*50 is national average percentile score for all subjects in the basic skill tests.

Transportation

Motor vehicle: 108,600 miles of roads
12,000 miles of state highways
20,000 miles of county highways
22 publicly owned urban bus systems
Rail: 6,447 miles of track, 17 operating railroads
Air: 660 total airports, 96 publicly owned airports, 14 scheduled air carrier airports
Water: 6 ports on Lake Superior, 15 ports on Lake Michigan

Source: Wisconsin Dept. of Administration, State of Wisconsin Blue Book, 1989-1990.

Education Sources: U.S. Dept. of Commerce, Statistical Abstract of the United States, and Wisconsin Dept. of Public Instruction.

MANUFACTURING

Manufacturing Output

	1987 Wisconsin	Percent of U.S.
No. of production workers	348,700	2.84
Annual wages of production workers	$7,597,600,000	3.02
Average hourly wage	$10.99	105.00
Value added in manufacturing	$31,428,200,000	2.69
Value of shipments in manufacturing	$69,437,400,000	2.80
Value of exports in manufacturing (1986)	$6,700,000,000	2.28

Source: U.S. Dept. of Commerce, Census of Manufacturers.

Largest Manufacturing Industries by Employment

Industry	1988 Employ.	Estab.	Employ. Per Estab
Nonelectrical machinery	109,504	1,834	60
Food and kindred prod.	63,035	891	71
Fabricated metals	56,899	915	62
Paper & allied products	50,088	243	206
Printing & publishing	43,748	1,339	33
Electrical equipment	39,953	364	110
Transportation equip.	32,156	184	175

Source: Wisconsin Dept. of Industry, Labor, and Human Relations, Table 210.

Ten Largest Manufacturing Employers

1989

Firm	Employment Range	Locations	Product(s)
Briggs & Stratton Corp.	6,000 - 9,999	Milwaukee, Wauwatosa, Menomonee Falls, West Allis, Glendale	Internal combustion engines, auto locks, keys
General Motors Corp.	6,000 - 9,999	Janesville, Milwaukee, Oak Creek	Autos, trucks, parts, computers, guidance systems
Kohler Co.	6,000 - 6,999	Kohler	Plumbing fixtures, internal combustion engines, generators
General Electric Co.	5,000 - 5,999	Milwaukee, Waukesha, Menasha	Health equipment, rebuilt paper & mining equipment, dishwashers
Kimberly-Clark Corp.	5,000 - 5,999	Appleton, Neenah, Whiting	Pulp, paper, paper products
Allen-Bradley Co.	4,000 - 4,999	Cedarburg, Milwaukee Richland Center, Ladysmith	Electrical equipment, industrial controls
Consolidated Papers, Inc.	4,000 - 4,999	Wisconsin Rapids, Biron Stevens Point, Adams	Paper, paper products corrugated containers
Brunswick Corp.	4,000 - 4,999	Brookfield, Fond du Lac, Oshkosh	Internal combustion engines
A.O. Smith Corp.	4,000 - 4,999	Milwaukee	Water heaters, electric motors, auto frames
J I Case Co.	3,000 - 3,999	Racine, Schofield	Farm machinery, construction equipment

Source: Wisconsin Dept. of Industry, Labor, and Human Relations, Unemployment Compensation files.

SERVICE SECTOR

Construction and Housing

	Wisconsin 1987	Percent of U.S.
Value of all construction contracts	$3,678,000,000	1.44
Value of residential contracts	$1,600,000,000	1.33
Number of new housing units started	20,100	1.24
Median existing home prices, 1Q 90	$69,600	72.58
Number of sales of existing homes, 1989	76,150	1.88
Housing affordability index, 1Q 90	139.6	106.0

Sources: U.S. Dept of Commerce, Statistical Abstract of the United States and the Wisconsin Realtors Association.

Wholesale Trade

Number of establishments	8,821	
1987 Sales	$33,698,598,000	
Percent of U.S.	1.33	
Sales by type of business	**1987**	**Percent of U.S.**
Merchant wholesalers	$22,361,863,000	1.51
Manufacturers' sales branches & offices	8,386,412,000	1.07
Agents, brokers, and commission merchants	2,950,323,000	1.12

Source: U.S. Dept. of Commerce, Census of Wholesale Trade, 1987.

Service Industries
1987*

Number of establishments	28,126
Total receipts	$10,025,695,000
Percent of U.S.	1.30
Hotels, motels, recreation camps:	
Number of establishments	1,260
Receipts	$569,272,000
Percent of U.S.	1.10
Amusements, recreation services:	
Number of establishments	2,002
Receipts	$532,546,000
Percent of U.S.	0.92

*excluding sole proprietorships

Source: U.S. Dept of Commerce, Census of Service Industries.1987.

Retail Trade
1987

Number of establishments	32,164
1987 Sales	$27,802,534,000
Percent of U.S.	1.86

Sales by type of business	1987	Percent of U.S.
General merchandise	$3,421,825,000	1.89
Foods	5,337,106,000	1.77
Automotive	5,983,520,000	1.79
Gas stations	2,282,355,000	2.24
Eating & drinking places	2,903,356,000	1.95
Apparel	1,086,065,000	1.40
Home furnishings	1,398,004,000	1.87
Drug stores	838,294,000	1.56
Other retail	2,879,957,000	2.09

Source: U.S. Dept of Commerce, Census of Retail Trade.1987.

Ten Largest Nonmanufacturing Employers
1989

Firm	Employment Range	Location	Type of Business
ShopKo Stores, Inc.	6,000 - 9,999	Statewide	Department store
Wisconsin Bell, Inc.	6,000 - 9,999	Statewide	Utility
J.C. Penny Co., Inc.	5,000 - 5,999	Statewide	Department store
K-Mart	5,000 - 5,999	Statewide	Department store
Wis. Electric Power Co.	5,000 - 5,999	Multi-county	Utility
Kohl's Food Stores, Inc.	4,500 - 4,999	Multi-county	Grocery store
Sears Roebuck & Co.	4,500 - 4,999	Statewide	Department store
Beverly Enterprises	4,000 - 4,499	Statewide	Skilled nursing care facilities
H.C. Prange Co.	4,000 - 4,499	Statewide	Department store
Marquette University	4,000 - 4,499	Milwaukee	Education

Source: Wisconsin Dept. of Industry, Labor, and Human Relations, Unemployment Compensation files.

EMPLOYMENT AND INCOME

Employment Covered by Unemployment Compensation

1988 Annual Averages

Major Sector	Employment	Weekly Wage	Number of Establishments
Agri., Forestry, Fishing	17,522	$286.33	1,972
Mining	2,015	516.37	159
Construction	76,671	473.74	11,506
Manufacturing	552,292	497.83	9,333
Transp., Comm.,Utilities	93,500	466.11	5,152
Wholesale	110,148	469.88	10,227
Retail	399,084	185.81	25,823
Finance., Ins., Real. Est.	112,168	424.73	8,136
Services	434,908	311.05	30,700
Government	295,700	424.41	4,730
Total	2,094,050	$397.76	107,765

Sources: Wisconsin Dept. of Industry, Labor, and Human Relations, Table 210, and Employment and Wages Covered by Wisconsin's U.C. Law.

Personal Income, 1989
Wisconsin: $82,999,000,000
Percent of U.S.: 1.9%

Personal Income Per Capita, 1989
Wisconsin: $16,759
U.S. avg.: $17,567

Percentage of Population Below Poverty Level of Income, 1979
Wisconsin: 8.7%
U.S. avg.: 12.4%

Three Largest Sectors in Terms of Income, 1989

Manufacturing	$16,777,000,000
Services	$12,465,000,000
Government	$7,860,000,000

Sources: U.S. Dept. of Commerce, Bureau of Economic Analysis, and U.S. Dept. of Commerce, Statistical Abstract of the U.S.

NATURAL RESOURCES

Agriculture

	1988 Wisconsin	1988 U.S.
Number of farms	82,000	2,159,000
Land in farms (acres)	17,600,000	999,000,000
Average farm size (acres)	215	463
Acres harvested per farm	100	134
Average value of land and buildings per acre	$630	$564

Cash Marketings

Major Groups	1987 Wisconsin	Percent of U.S.
Dairy products	$2,968,593,000	16.6
Meat animals	$1,064,449,000	2.3
Poultry and eggs	$126,515,000	1.1
Field crops	$380,839,000	1.3
Vegetables	$265,804,000	2.9
Specialty crops	$148,443,000	0.8
Total	$5,016,983,000	3.3

Sources: Wisconsin Dept. of Agriculture, Trade, and Consumer Protection., Wisconsin 1989 Agricultural Statistics, and U.S. Dept. of Commerce, Statistical Abstract of the United States.

Tourism

Total area: 35,937,520 acres
Shoreline: 820 miles (Great Lakes)
230 miles (Mississippi)
Total number of lakes: 14,927
Lakes with public access: 3,295
Total area of named lakes: 970,869 acres
Total public recreation land available: 6,186,161 acres
Federal: 1,647,803 **County:** 2,294,000
State: 1,130,358 **Other:** 1,114,000

Water Related Recreation Areas and Facilities

Fishing: panfish, perch, bass, chubs, smelt, salmon, trout, walleyes, whitefish, northern, muskellunge
Trout streams: 2,254 for 8,690 miles
Bass streams: 294 for 3,514 miles
Canoeing: 248 pick-up services
Swimming: 1,500 areas

Land Related Areas and Facilities

Hunting: 6,438,722 acres
Camping: 1,043 campgrounds
Hiking trails: 1,503 miles
Golfing: 365 courses
Downhill skiing: 84 areas with a total of 269 runs
Cross country skiing: 246 acres for a total of 2,291 miles
Snowmobile trails: 16,424 miles

Sources: Wisconsin Dept. of Natural Resources, Bureau of Planning, State Comprehensive Outdoor Recreation Plan and unpublished data.

WISCONSIN - A BRIEF ECONOMIC DESCRIPTION

RESOURCES

Wisconsin's economic vitality is a direct result of its diversified economy. This diversification is made possible by the vast supply of resources in Wisconsin. Among Wisconsin's natural resources are large forests and rich, fertile soils. Approximately 41 percent of Wisconsin's land area is devoted to agricultural activities while another 37 percent is covered by forests. With over 14,000 lakes, Wisconsin also has plentiful water resources, which are now recognized as important to many production processes.

Among Wisconsin's most important man-made resources are the transportation and education systems. The state has a well-engineered and well-maintained highway system from interstate freeways to its county trunk roads. Wisconsin also has thousands of miles of operating railroads that connect suppliers with important national markets. There are also 21 waterports located on both Lake Superior and Lake Michigan to transport Wisconsin products to international markets. Finally, the state boasts 14 airports with regularly scheduled air carrier service.

Wisconsin's educational system, including primary, secondary, and post-secondary schooling, ranks among the finest in the country. Each year, students in primary and secondary grades outperform the national averages in standardized tests. The university and vocational systems are also highly regarded. The University of Wisconsin-Madison is considered a world-class institution, rated among the ten finest in the United States.

Wisconsin is also the home of skilled and dependable labor. The state consistently ranks among the states with the fewest man-hours lost to strikes, weather, and health. The high quality of labor can be traced to Wisconsin's renowned high quality of life. This reputation has been earned from Wisconsin's achievements in educational performance, crime reduction, and poverty alleviation.

ECONOMIC SECTORS

Evolution of the state's large manufacturing sector began in the 19th century in response to the growing needs of midwestern forestry, mining, and agriculture. Milwaukee emerged as the major center for the production of non-electrical machinery industry in Wisconsin. The state leads the nation in production of small horse-powered gasoline engines, power cranes, shovel hoists, mining machinery, and other types of industrial equipment. Other industry groups that have grown to national prominence include electrical machinery and equipment, transportation equipment, fabricated metals, paper and allied products, and food processing. Manufacturing activity is concentrated largely in the southeastern and east-central regions of the state. Northern Wisconsin, however, retains the majority of forestry-based manufacturing plants.

Currently, the manufacturing sector provides approximately 550,000 jobs in Wisconsin, the largest of any industrial sector. The manufacturing sector is also strong in terms of income generation, contributing 20 percent of Wisconsin's personal income. Between 1984 and 1989, Wisconsin has increased its share of national manufacturing employment.

Agriculture is another major component of Wisconsin's economy. Cash receipts from farm marketings totaled $5.0 billion in 1988 (this excludes production that remains on the farm). Dairy products provide almost 60 percent of the income received by state farmers. Long known as *America's Dairyland,* Wisconsin is the national leader in the production of milk, cheese, butter, and many dry and condensed milk products. A second source of farm income, roughly 20 percent, is from the sale of cattle, calves, hogs, poultry, eggs, and other livestock. A third source of farm income is cash crops, including vegetables for processing. The state usually leads the nation in the production of sweet corn, green peas, snap beans, beets, and cabbage for kraut. The state is also a large producer of cranberries, lima beans, cucumbers for pickles, and potatoes.

Besides its industry and farms, Wisconsin is popular as a vacation land. Endowed with many lakes, streams, forests, and places of natural beauty and historic interest, the state is ideal for recreation and tourism. With the growing popularity of skiing and snowmobiling, outdoor recreation is a year-round activity. Approximately 6 million people visited the state in 1987. In 1977, the most recent year available, Wisconsin ranked ninth in the number of trips taken to a specific state. The tourism industry generated about $4.4 billion of income in 1987.

The remaining economic sectors are mining, construction, trade; transportation, communication, and public utilities; finance, services, and government. These sectors account for nearly 70 percent of all Wisconsin jobs. The fastest growing sectors in recent years are the trade, finance, and service sector. Within these three sectors, business services employment is the fastest growing industry, while medical services and eating and drinking establishments provide the greatest number of jobs.

Wisconsin

You're Among Friends

Cities

- population under 25,000
- population 25,000-100,000
- population over 100,000

Airports (Commercial Service)

Harbors

0 25 50 75 Mi.

0 25 50 75 Km.

N

Wisconsin Department of Development
P.O. Box 7970, Madison, WI 53707
1 608 266-1018

CARTOGRAPHIC LABORATORY, UNIVERSITY OF WISCONSIN – MADISON

WISCONSIN'S ADVANTAGES

DIRECT BENEFITS TO WISCONSIN BUSINESS

Substantial property tax reductions: Exempts manufacturing machinery and equipment.

Inventory tax exemption: All inventories are exempt.

Real property tax relief: Almost $300 million, about one-third to business.

Fuel and electricity: Sales tax paid credited against corporate income tax.

Pollution equipment: Exempt from sales tax, property tax under certain conditions. Company may elect to write off such equipment in the year purchased.

Multi-state companies: Double-weighting of sales (destination) factor in apportionment favors Wisconsin location.

Helps low year: Corporation income tax allows for a 15-year net loss carry forward.

Low debt: State and local debt per capita about two-thirds national average.

SKILLED LABOR FORCE

Responsible labor: A consistently low work-stoppage rate.

Low-cost workers' compensation: Employer's contributions substantially lower than many neighboring states for similar disability benefits.

Technical training programs: Our vocational training programs are the oldest (1911) in the nation and rank among the finest.

Manufacturing jobs: Average 556,600 per month in 1989. Total labor force was 2.6 million.

HOW WE HELP INDUSTRY

Municipal industrial bonds: Cities, villages, and towns have issued over $3.4 billion to date to finance over 2,000 projects.

Local support: Over 300 communities (more than in other state) have Industrial Development Corporations to aid industry.

Local encouragement: State statutes authorize cities, villages, and towns to purchase land for industrial use. Make improvements such as roads, water, sewer.

Space inventory: Record of vacant buildings suitable for industrial use kept by state.

Industrial parks and sites: More than 700 tracts designed for controlled land use and dispersed throughout the state.

In-state businesses, call:

Wisconsin
Department of Development

123 West Washington Avenue
Post Office Box 7970
Madison, Wisconsin 53707
(608) 266-1018

Out-of-state businesses, call:

Forward Wisconsin

316 W. Washington Avenue, Suite 105
Madison, Wisconsin 53703
(608) 256-4567

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